

# WBL 2024 CORPORATE PARTNERSHIP OPPORTUNITIES



**We make it our mission to help support yours.**

Thank you for your interest in WBL's partnership opportunities. As a non-profit organization, WBL relies on our corporate partners to achieve our mission of building a strong, supportive community that connects senior executive women in healthcare with one another. In return, our partners receive valuable benefits tailored to their goals and preferences.

**WBL provides a unique space for healthcare's senior-most women leaders to grow, learn, and advance their careers. Supporting WBL means supporting them.** We look forward to working with your company to take the women on your executive team and your business to new heights!

Partnership Benefit	UNDERWRITER \$50,000 (Limit 2)	DIAMOND \$40,000	PLATINUM \$28,000	GOLD \$20,000	SILVER \$13,500
Complimentary Annual Memberships	12	10	8	5	3
Complimentary Signature Program* Registrations	6	4	3	2	1
Thought Leadership Articles in Newsletter	8	6	5	2	1
Co-Hosted Event(s)	2	1	1	1 (virtual)	
Signature Program Discussion Group Lead	✓	✓	✓		
Company Highlight at Signature Program	✓	✓			
Branded Summit Sponsorship**	✓	✓			
Signature Program Speaking Opportunity (Industry Update or Panel Participation)	✓				

*\*WBL's Signature Programs include the Summit and the Board Program.*

*\*\*Partners will serve as sponsors of the welcome reception unless otherwise negotiated.*

## All corporate partnership packages include the following benefits:

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|--|---|
| <ul style="list-style-type: none"><li>• Logo placement on WBL website, e-marketing, social media, and Signature Program materials</li><li>• Facilitated introductions to WBL members</li></ul> | <ul style="list-style-type: none"><li>• Advance copy of Summit registration list for early outreach</li><li>• Discounted add-on registrations for Signature Programs</li><li>• Year-round exposure to 1300+ key decision-makers</li></ul> |
|--|---|

## Customize your partnership package:

Do you have an idea for a partnership that isn't listed above? Let's discuss opportunities specific to your company's goals. Potential customizations include:

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Special content/substantive collaboration (e.g., podcast)</li><li>• Company spotlight in newsletter, website, and on LinkedIn</li></ul> | <ul style="list-style-type: none"><li>• Tailored leadership development session</li><li>• Organized networking for your company's WBL members</li></ul> |
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# WHY SHOULD MY COMPANY PARTNER WITH WBL?

WBL provides opportunities to grow your company while supporting those who run your company. Our partners receive unparalleled options to gain visibility, demonstrate thought leadership, and create strong relationships with over 1,300 women executives in healthcare.

## Build authentic connections with leading industry players

*Our motto: there are no cold calls in WBL*

WBL fosters genuine relationships amongst top decision makers — before you need them. Collaboration, participation, and camaraderie lead to strong bonds that transcend the transactional.



## Access target markets

*Meet customers and partners all in one place*

Thought leadership and business development are at the forefront of WBL partnerships. Our membership is made up of the most powerful women in healthcare, giving each touchpoint the potential to turn into something great for your company.

## Show support to your senior-most women leaders

*Empower, encourage, and inspire your executive team*

Motivation, burnout prevention, and senior leadership retention are top-of-mind for innovative employers. WBL members leave our events and meetings feeling reenergized and refreshed. Supporting WBL demonstrates your commitment to your leadership team and their long-term success.





# MATCH BENEFITS TO YOUR COMPANY'S GOALS

A WBL partnership is an ideal fit for companies looking to increase their impact through any of the avenues listed below.



## Business Development

- » Complimentary registrations to WBL's Signature Programs provide unparalleled networking opportunities. Connections made by our partners during these programs have led directly to contracts, clients, and even new additions to the C-suite and board.
- » Concierge-like staff support allows for personalized connections and support.
- » WBL's membership is comprised of decision-makers at the VP level and above, ensuring that every conversation has the potential for impact.

## Diversity, Equity, and Inclusion

- » DEI initiatives are a cornerstone of WBL's networking events and programming. Beyond being a resource for senior executive women, we strive to elevate diverse voices and topics through our content and communications.
- » Your support of WBL helps to make that content possible and demonstrates your company's support of diversity and commitment to the advancement of your women leaders.

## Thought Leadership

- » Highlight your company's unique expertise by co-hosting and presenting at WBL's many virtual events, which reach 750+ executives each year.
- » Share white papers and articles with WBL's extended network of 3,000+ executives via newsletter.

## Professional Development

- » Complimentary memberships and Signature Program registrations allow for more of your executives to learn and grow from the WBL network.
- » From industry trends to executive leadership skills, WBL's event calendar provides a wide range of opportunities to bring back actionable insights to your company.

# WBL AT A GLANCE

## MEMBERSHIP

With members representing roles and companies that span the industry, WBL's network breaks down barriers and allows cross-sector relationships to flourish.

**1300+**  
**Members**

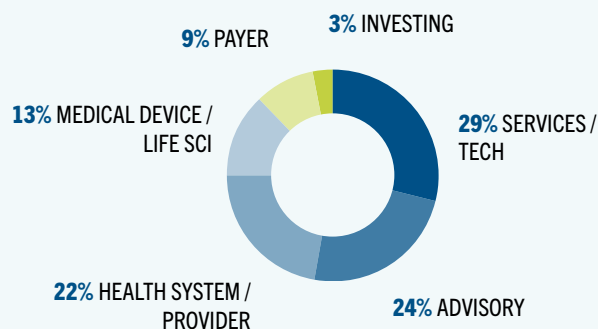
WBL saw a 50% increase in nominations and a 28% increase in new members in 2022.



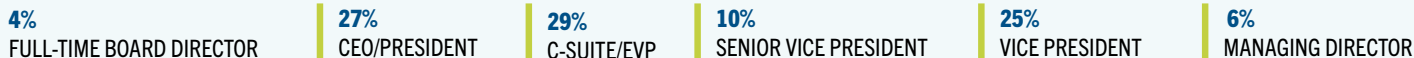
**8000+ Followers**

Our LinkedIn presence grew by 48% in 2022, allowing WBL to reach a larger audience than ever before.

### INDUSTRIES REPRESENTED IN WBL



### TITLES REPRESENTED IN WBL



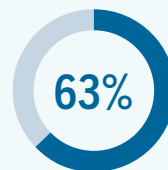
## EVENTS

WBL events provide opportunities for our partners to demonstrate thought leadership, highlight their executive teams, and grow their networks.

**60+**  
**Total Events**

**750+**  
**Unique Attendees**

**1950+**  
**Total Attendees**



63% of WBL members grew their network by attending at least one event in 2022.

## SIGNATURE PROGRAMS

WBL's Signature Programs, the Annual Summit and Board Program, bring together hundreds of members to learn, network, and advance their careers and businesses. Our partners receive visibility, curated networking opportunities, and even potential speaking opportunities at these events, making their companies top of mind for 400+ healthcare leaders.

**2023 Summit** | 20 Speakers | 308 Attendees

**2022 Board Program** | 26 Speakers | 106 Attendees

# OUR CORPORATE PARTNERS

Our partners are innovative, bold, and dedicated to making their mark on the health care industry. We offer our sincere gratitude to our current corporate partners, listed below, for their support of WBL and the inspiring women who make up our membership.

## DIAMOND



## PLATINUM



## GOLD



## SILVER



## Ready to start the conversation?

Contact Emily Slattery, Senior Manager, Corporate Partnerships at [eslattery@wbl.org](mailto:eslattery@wbl.org).  
We can't wait to hear from you!